

A M E N D M E N T S t o t h e C L A I M S

A detailed listing of all claims that are, or were, in the present application is provided below. The status of each claim is identified. Markings indicate any changes that have been made to claims being currently amended by this Amendment.

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1. (ORIGINAL) A method for conducting a promotion, comprising:
generating an outcome;
generating an unlock code capable of unlocking said outcome;
providing an indication of said outcome;
providing an indication of said unlock code; and
providing an indication of a benefit associated with said outcome.
2. (ORIGINAL) The method of claim 1, further comprising:
receiving a redemption request associated with said outcome.
3. (ORIGINAL) The method of claim 2, wherein said redemption request is received from at least one of a user, user device, intermediary, or intermediary device.
4. (CURRENTLY AMENDED) The method of claim 1, further comprising:
associating a qualifying action ~~to~~ with said unlock code.
5. (ORIGINAL) The method of claim 4, further comprising:
associating an expiration date with said qualifying action.
6. (ORIGINAL) The method of claim 4, further comprising:
providing an indication of said qualifying action.
7. (ORIGINAL) The method of claim 4, further comprising:
verifying a completion of said qualifying action.
8. (ORIGINAL) The method of claim 4, further comprising:
receiving an indication of a completion of said qualifying action.

9. (ORIGINAL) The method of claim 4, wherein said providing an indication of a benefit associated with said outcome is completed only after said qualifying action is completed.

10. (ORIGINAL) The method of claim 4, wherein said unlock code can be provided to a user only after said user has completed said qualifying action.

11. (ORIGINAL) The method of claim 1, further comprising:
associating a qualifying action with said benefit.

A' 12. (CURRENTLY AMENDED) The method of claim 1, further comprising:
associating a qualifying action to with said outcome.

13. (ORIGINAL) The method of claim 12, further comprising:
associating an expiration date with said qualifying action.

14. (ORIGINAL) The method of claim 12, further comprising:
invalidating said qualifying action.

15. (ORIGINAL) The method of claim 12, further comprising:
providing an indication of said qualifying action.

16. (ORIGINAL) The method of claim 12, further comprising:
verifying a completion of said qualifying action.

17. (ORIGINAL) The method of claim 12, further comprising:
receiving an indication of a completion of said qualifying action.

18. (ORIGINAL) The method of claim 12, wherein said providing an indication of a benefit associated with said outcome is completed only after said qualifying action is completed.

19. (ORIGINAL) The method of claim 1, further comprising at least one of the following:

receiving an indication of a completion of a qualifying action associated with said unlock code; and

receiving an indication of a completion of a qualifying action associated with said outcome.

20. (ORIGINAL) The method of claim 1, further comprising at least one of the following: verifying a completion of a qualifying action associated with said unlock code; and verifying a completion of a qualifying action associated with said outcome.

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21. (ORIGINAL) The method of claim 1, further comprising at least one of the following:

determining at least one intermediary device to which to provide said indication of said unlock code; and

determining at least one intermediary device to which to provide said indication of said outcome.

22. (ORIGINAL) The method of claim 1, further comprising at least one of the following:

determining at least one intermediary to which to provide said indication of said unlock code; and

determining at least one intermediary to which to provide said indication of said outcome.

23. (ORIGINAL) The method of claim 1, further comprising at least one of the following:

determining at least one user to whom to provide said indication of said outcome; and

determining at least one user to whom to provide said indication of said unlock code.

24. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
determining at least one user device to which to provide said indication of said outcome;
and
determining at least one user device to which to provide said indication of said unlock code.

25. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
determining how many outcomes to provide to a user; and
determining how many unlock codes to provide to a user.

26. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
determining how many outcomes to provide to a user device; and
determining how many unlock codes to provide to a user device.

27. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
determining how many outcomes to provide to an intermediary; and
determining how many unlock codes to provide to an intermediary.

28. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
determining how many outcomes to provide to an intermediary device; and
determining how many unlock codes to provide to an intermediary device.

29. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
receiving an indication of a behavior of a recipient of said indication of said outcome;
characterizing a behavior of a recipient of said indication of said outcome; and
comparing a behavior of a recipient of said indication of said outcome to a qualifying action indicated to said recipient.

30. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
determining an expected value of said outcome; and
determining a frequency distribution associated with said outcome.

31. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
providing an indication of an expected value of said outcome; and
providing an indication of a frequency distribution associated with said outcome.

32. (ORIGINAL) The method of claim 1, further comprising at least one of the following:
receiving an indication of an unlocking of said outcome; and
receiving an indication of a selection of said outcome for unlocking.

33. (ORIGINAL) The method of claim 1, further comprising:
associating said outcome with a benefit.

34. (ORIGINAL) The method of claim 1, further comprising at least one of the following:

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populating an outcome database;
maintaining an outcome database;
updating an outcome database;
accessing an outcome database;
populating a transaction database;
maintaining a transaction database;
updating a transaction database;
accessing a transaction database;
populating a user database;
maintaining a user database;
updating a user database;
accessing a user database;
populating an intermediary database;
maintaining an intermediary database;
updating an intermediary database; and
accessing an intermediary database.

35. (ORIGINAL) The method of claim 1, further comprising at least one of the following:

providing associated information with said outcome;
determining a condition for display of information associated with said outcome; and
providing an indication of an expected value of said outcome.

36. (ORIGINAL) The method of claim 1, further comprising at least one of the following:

receiving payment for said indication of said unlock code; and
receiving payment for said indication of said outcome.

37. (ORIGINAL) The method of claim 1, further comprising:
verifying a proper unlocking of said outcome.
38. (ORIGINAL) The method of claim 1, further wherein said outcome is associated
with at least one of a symbol, value, identifier, benefit or prize.
39. (ORIGINAL) The method of claim 1, wherein said outcome is locked.
40. (ORIGINAL) The method of claim 1, wherein said outcome can only be unlocked
by said unlock code.
41. (ORIGINAL) The method of claim 1, wherein said outcome can only be unlocked
by said unlock code for a predetermined period of time.
42. (ORIGINAL) The method of claim 1, wherein said outcome can be unlocked by
only one unlock code.
43. (ORIGINAL) The method of claim 1, wherein said outcome can be unlocked by
at least two unlock codes.
44. (ORIGINAL) The method of claim 1, wherein said unlock code can unlock only
one outcome.
45. (ORIGINAL) The method of claim 1, wherein said unlock code can unlock at
least two outcomes.
46. (ORIGINAL) The method of claim 38, wherein after being used to unlock a first
outcome, said unlock code cannot be used to unlock any more outcomes.
47. (ORIGINAL) The method of claim 1, wherein said unlock code is reusable.

48. (ORIGINAL) The method of claim 1, wherein said providing said indication of said outcome comprises:

providing said indication of said outcome to at least one user.

49. (ORIGINAL) The method of claim 1, wherein said providing said indication of said outcome comprises:

providing said indication of said outcome to at least one user device.

50. (ORIGINAL) The method of claim 1, wherein said providing said indication of said outcome comprises:

providing said indication of said outcome to at least one intermediary.

51. (ORIGINAL) The method of claim 1, wherein said providing said indication of said outcome comprises:

providing said indication of said outcome to at least one intermediary device.

52. (ORIGINAL) The method of claim 1, wherein said providing said indication of said unlock code comprises:

providing said indication of said unlock code to at least one intermediary.

53. (ORIGINAL) The method of claim 1, wherein said providing said indication of said unlock code comprises:

providing said indication of said unlock code to at least one intermediary device.

54. (ORIGINAL) The method of claim 1, wherein said providing said indication of said unlock code comprises:

providing said indication of said unlock code to at least one user.

55. (ORIGINAL) The method of claim 1, wherein said providing said indication of said unlock code comprises:

providing said indication of said unlock code to at least one user device.

56. (ORIGINAL) The method of claim 1, wherein said outcome has an associated expiration date.

57. (ORIGINAL) The method of claim 1, wherein said unlock code has an associated expiration date.

58. (ORIGINAL) The method of claim 1, wherein said benefit has an associated expiration date.

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59. (ORIGINAL) The method of claim 1, wherein providing said indication of said outcome includes providing said indication of said outcome to a plurality of users.

60. (ORIGINAL) The method of claim 59, wherein said benefit varies in relation to how many of said plurality of users unlock said outcome.

61. (ORIGINAL) The method of claim 59, wherein said benefit varies in relation to how many of said plurality of users provide a redemption request associated with said outcome.

62. (ORIGINAL) The method of claim 59, wherein said benefit varies in relation to how many of said plurality of users complete a qualifying action associated with said outcome.

63. (ORIGINAL) The method of claim 59, wherein said benefit varies in relation to how many of said plurality of users complete a qualifying action associated with said unlock code.

64. (ORIGINAL) The method of claim 1, wherein providing said indication of said unlock code includes providing said indication of said unlock code to a plurality of users.

65. (ORIGINAL) The method of claim 1, further comprising at least one of the following:

associating biometric information with said outcome;
associating biometric information with said unlock code; and
associating biometric information with said benefit.

66. (ORIGINAL) The method of claim 1, further comprising:
associating said unlock code with a user device.

67. (ORIGINAL) The method of claim 1, further comprising:
associating said outcome with a user device.

68. (ORIGINAL) The method of claim 1, further comprising:
receiving biometric information associated with a user.

69. (ORIGINAL) The method of claim 1, further comprising:
determining a user device identifier.

70. (ORIGINAL) The method of claim 1, further comprising:
associating said outcome with a user device identifier.

71. (ORIGINAL) The method of claim 1, further comprising:
associating said unlock code with a user device identifier.

72. (ORIGINAL) The method of claim 1, further comprising:
associating said benefit with a user device identifier.

73. (ORIGINAL) The method of claim 1, further comprising:
receiving a user identifier.

74. (ORIGINAL) The method of claim 1, wherein said providing an indication of a benefit associated with said outcome occurs before said providing an indication of said unlock code.

75. (ORIGINAL) The method of claim 1, wherein said providing said indication of a benefit associated with said outcome occurs before said providing said indication of said unlock code.

76. (ORIGINAL) The method of claim 1, wherein said providing said indication of a benefit associated with said outcome occurs before said generating an outcome.

AI 77. (ORIGINAL) The method of claim 1, wherein said providing said indication of a benefit associated with said outcome occurs before said generating an unlock code.

78. (ORIGINAL) The method of claim 1, wherein said generating an outcome includes selecting an outcome from a plurality of predetermined outcomes.

79. (ORIGINAL) The method of claim 1, wherein said generating an outcome includes identifying a predetermined outcome.

80. (ORIGINAL) The method of claim 1, wherein said generating an outcome includes receiving an indication of a designated outcome to use.

81. (ORIGINAL) The method of claim 1, wherein said generating an unlock code includes selecting an unlock code from a plurality of predetermined unlock codes.

82. (ORIGINAL) The method of claim 1, wherein said generating an unlock code includes identifying a predetermined unlock code.

83. (ORIGINAL) The method of claim 1, wherein said generating an unlock code includes receiving an indication of a designated unlock code to use.

84. (ORIGINAL) The method of claim 1, further comprising:
invalidating said outcome.

85. (ORIGINAL) The method of claim 1, further comprising:
invalidating said unlock code.

86. (ORIGINAL) The method of claim 1, further comprising:
invalidating said benefit.

AI 87. (ORIGINAL) A method for conducting a promotion, implemented in a promotion control system, the method comprising:

providing data representative of an outcome, said outcome associated with at least one unlock code;

providing data representative of said at least one unlock code;

receiving data representative of a redemption request associated with said outcome; and

providing data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

88. (ORIGINAL) A method for conducting a promotion, comprising:
determining at least one outcome;
determining at least one unlock code for at least one of said at least one outcome;
sending at least one indication of one of said at least one outcome;
sending an at least one indication of one of said at least one unlock code;
receiving a redemption request associated with at least one of said at least one outcome;
and
sending at least one indication of at least one benefit associated with at least one of said at least one outcome.

89. (ORIGINAL) The method of claim 88, wherein said unlock code has an associated qualifying action.

90. (ORIGINAL) The method of claim 88, wherein said outcome has an associated qualifying action.

91. (ORIGINAL) A method for conducting a promotion, comprising:
providing at least one indication of an outcome;
providing at least one indication of an unlock code capable of unlocking said outcome;
providing at least one indication of at least one benefit associated with said at least one outcome after said outcome is unlocked.

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92. (ORIGINAL) The method of claim 91, further comprising:
receiving an indication that said outcome has been unlocked.

93. (ORIGINAL) The method of claim 91, further comprising:
associating a qualifying action with said outcome.

94. (ORIGINAL) The method of claim 93, further comprising:
receiving an indication of a completion of said qualifying action.

95. (ORIGINAL) The method of claim 91, wherein said outcome has an associated qualifying action.

96. (ORIGINAL) The method of claim 91 further comprising:
associating a qualifying action with said unlock code.

97. (ORIGINAL) The method of claim 96, further comprising:
receiving an indication of a completion of said qualifying action.

98. (ORIGINAL) The method of claim 91, wherein said unlock code has an associated qualifying action.

99. (ORIGINAL) A method for conducting a promotion, comprising:
providing an indication of a promotion outcome to a user and an indication of an unlock code associated with said promotion outcome to an intermediary;
receiving a redemption request associated with said promotion outcome; and
providing an indication of a benefit associated with said promotion outcome.

100. (ORIGINAL) The method of claim 99, further comprising:
identifying said promotion outcome.

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101. (ORIGINAL) The method of claim 100, further comprising:
identifying said unlock code associated with said promotion outcome.

102. (ORIGINAL) A method for conducting a promotion, comprising:
providing an indication of a promotion outcome to an intermediary and an indication of an unlock code associated with said promotion outcome to a user;
receiving a redemption request associated with said promotion outcome; and
providing an indication of a benefit associated with said promotion outcome.

103. (ORIGINAL) The method of claim 102, further comprising:
identifying said promotion outcome.

104. (ORIGINAL) The method of claim 103, further comprising:
identifying said unlock code associated with said promotion outcome.

105. (ORIGINAL) A method of participating in a promotion, comprising:
receiving an indication of an unlock code associated with at least one outcome;
associating a qualifying action with said unlock code;
providing an indication of said qualifying action; and
providing an indication of said unlock code upon a completion of said qualifying action.

106. (ORIGINAL) The method of claim 105, further comprising at least one of the following:

receiving an indication of a completion of said qualifying action; and
verifying a completion of said qualifying action.

107. (ORIGINAL) The method of claim 105, further comprising at least one of the following:

determining at least one user to whom to provide an indication of said qualifying action; and
determining at least one user device to which to provide an indication of said unlock code.

108. (ORIGINAL) The method of claim 105, further comprising:
determining how many unlock codes to provide to a user.

109. (ORIGINAL) The method of claim 105, further comprising at least one of the following:

receiving an indication of a behavior of a recipient of said indication of said qualifying action;
characterizing a behavior of a recipient of said indication of said qualifying action; and
comparing a behavior of a recipient of said indication of said qualifying action to said qualifying action.

110. (ORIGINAL) The method of claim 105, further comprising at least one of the following:

assigning an identifier to said unlock code; and
recording a user associated with said indication of said qualifying action.

111. (ORIGINAL) The method of claim 105, further comprising at least one of the following:

receiving an indication that an outcome has been unlocked; and
receiving an indication of a selection of an outcome for unlocking.

112. (ORIGINAL) The method of claim 105, further comprising at least one of the following:

providing associated information with said unlock code;
providing associated information with said qualifying action;
determining a condition for display of information associated with said outcome; and
providing a payment for receipt of said unlock code.

113. (ORIGINAL) The method of claim 105, further comprising:
receiving a redemption request.

114. The method of claim 105, further comprising:
providing a benefit associated with an unlocked outcome.

115. (ORIGINAL) The method of claim 105, further comprising at least one of the following:

receiving reimbursement for a benefit;
receiving payment for said indication of said qualifying action; and
receiving payment for said indication of said unlock code.

116. (ORIGINAL) The method of claim 105, further comprising:
verifying a proper unlocking of an outcome.

117. (ORIGINAL) The method of claim 105, wherein said providing an indication of said qualifying action comprises at least one of the following:

sending said indication of said qualifying action to at least one user device; and
providing said indication of said qualifying action to at least one user.

118. (ORIGINAL) The method of claim 105, wherein said providing an indication of said unlock code comprises at least one of the following:

providing said indication of said unlock code to at least one user; and
sending said indication of said unlock code to at least one user device.

119. (ORIGINAL) The method of claim 105, wherein said indication of an unlock code is received from a controller.

AI 120. (ORIGINAL) The method of claim 105, further comprising:
associating an expiration date with at least one of said outcome, said unlock code, and said qualifying action.

121. (ORIGINAL) The method of claim 105, further comprising:
invalidating at least one of said outcome, said unlock code, and said qualifying action.

122. (ORIGINAL) The method of claim 105, further comprising:
modifying at least one of said outcome, said unlock code, and said qualifying action.

123. (ORIGINAL) A method of participating in a promotion, comprising:
receiving an indication of an outcome associated with at least one unlock code;
associating a qualifying action with said outcome;
providing an indication of said qualifying action; and
providing an indication of said outcome upon a completion of said qualifying action.

124. (CURRENTLY AMENDED) A method of participating in a promotion, comprising:
receiving an indication of an outcome, said outcome associated with at least one unlock code capable of unlocking said outcome;
identifying a qualifying action for at least one of said at least one unlock code;
distributing at least one indication of at said qualifying action; and

distributing at least one indication of at least one of said at least one unlock code upon receiving an indication of a completion of said ~~one~~ qualifying action.

125. (CURRENTLY AMENDED) A method of participating in a promotion, comprising:

receiving an indication of an outcome, said outcome associated with at least one unlock code capable of unlocking said outcome;

identifying a qualifying action for said outcome;

distributing at least one indication of at said qualifying action; and

distributing at least one indication of at least one of said outcome upon receiving an indication of a completion of said ~~one~~ qualifying action.

126. (ORIGINAL) A method for participating in a promotion, comprising:

receiving an indication of an outcome;

receiving an indication of a qualifying action associated with an unlock code that can unlock said outcome;

receiving said unlock code;

unlocking said outcome; and

receiving an indication of a benefit associated with said outcome.

127. (ORIGINAL) The method of claim 126, further comprising:

providing an indication of a completion of said qualifying action.

128. (ORIGINAL) The method of claim 126, further comprising:

providing a redemption request associated with said outcome.

129. (ORIGINAL) The method of claim 126, further comprising:

providing information regarding behavior characteristics.

130. (ORIGINAL) The method of claim 126, further comprising at least one of the following:

- receiving information associated with said outcome;
- receiving information associated with said unlock code;
- receiving information associated with said qualifying action; and
- receiving information associated with said benefit.

131. (ORIGINAL) A method for participating in a promotion, comprising:

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- receiving an indication of an unlock code;
- receiving an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;
- receiving said outcome;
- unlocking said outcome; and
- receiving an indication of a benefit associated with said outcome.

132. (ORIGINAL) The method of claim 131, further comprising:

- providing a redemption request associated with said outcome.

133. (ORIGINAL) The method of claim 131, further comprising:

- providing an indication of a completion of said qualifying action.

134. (ORIGINAL) A method for participating in a promotion, comprising:

- receiving data representative of an unlock code;
- receiving data representative of a qualifying action associated with an outcome that can be unlocked by said unlock code;
- transmitting data representative of an indication of a completion of said qualifying action;
- receiving data representative of said outcome;
- unlocking said outcome; and
- receiving data representative of a benefit associated with said outcome.

135. (ORIGINAL) A method for participating in a promotion, comprising:
receiving data representative of an outcome;
receiving data representative of a qualifying action associated with an unlock code that
can unlock said outcome;
transmitting data representative of an indication of a completion of said qualifying action;
receiving data representative of said unlock code;
unlocking said outcome; and
receiving data representative of a benefit associated with said outcome.

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136. (ORIGINAL) A method for participating in a promotion, comprising:
receiving an indication of at least one outcome;
receiving an indication of at least one qualifying action, said at least one qualifying action
associated with at least one unlock code;
receiving at least one unlock code upon satisfying at least one of said at least one
qualifying action;
using at least one unlock code to unlock at least one of said at least one outcome;
sending at least one redemption request upon unlocking of one at least one of said at least
one outcome; and
receiving a benefit associated with an unlocked outcome.

137. (ORIGINAL) A method for participating in a promotion, comprising:
receiving an indication of at least one outcome;
receiving an indication of at least one qualifying action, each of said at least one
qualifying action associated with at least one unlock code;
receiving at least one unlock code upon satisfying at least one of said at least one
qualifying actions;
unlocking at least one of said at least one outcome; and
receiving a benefit associated with an unlocked outcome.

138. (ORIGINAL) A method for participating in a promotion, comprising:
receiving an indication of at least one unlock code;
receiving an indication of at least one qualifying action, said at least one qualifying action associated with at least one outcome;
receiving at least one outcome upon satisfying at least one of said at least one qualifying actions;
unlocking at least one of said at least one outcome; and
receiving a benefit associated with an unlocked outcome.

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139. (ORIGINAL) A system for conducting a promotion, comprising:
a memory;
a communication port; and
a processor connected to said memory and said communication port, said processor being operative to:
generate an outcome;
generate an unlock code associated with said outcome;
provide an indication of said outcome;
provide an indication of said unlock code; and
provide an indication of a benefit associated with said outcome.

140. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:
computer readable means for producing an outcome;
computer readable means for producing a reveal code associated with said outcome;
computer readable means for sending an indication of said outcome;
computer readable means for sending an indication of said reveal code; and
computer readable means for sending an indication of a benefit associated with said outcome.

141. (ORIGINAL) An article of manufacture, comprising:
a computer usable medium having a computer readable program means embodied therein
for operating an information system, the computer readable program means in said article of
manufacture operable to:

- generate an outcome;
- generate an unlock code associated with said outcome;
- provide an indication of said outcome;
- provide an indication of said unlock code; and
- provide an indication of a benefit associated with said outcome.

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142. (ORIGINAL) An apparatus for conducting a promotion, comprising:
means for producing an outcome;
means for producing a reveal code associated with said outcome;
means for sending an indication of said outcome;
means for sending an indication of said reveal code; and
means for sending an indication of a benefit associated with said outcome.

143. (ORIGINAL) A system for conducting a promotion, comprising:
a memory;
a communication port; and
a processor connected to said memory and said communication port, said processor being
operative to:

- provide data representative of an outcome, said outcome associated with at least
one unlock code;
- provide data representative of said at least one unlock code;
- receive data representative of a redemption request associated with said outcome;
- and
- provide data representative of a benefit associated with said outcome upon
receiving said data representative of said redemption request.

144. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for transmitting data representative of an outcome, said outcome associated with at least one reveal code;

computer readable means for transmitting data representative of said at least one reveal code;

computer readable means for obtaining data representative of a redemption request associated with said outcome; and

computer readable means for transmitting data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

AI 145. (ORIGINAL) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

provide data representative of an outcome, said outcome associated with at least one unlock code;

provide data representative of said at least one unlock code;

receive data representative of a redemption request associated with said outcome;

and

provide data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

146. (ORIGINAL) An apparatus for conducting a promotion, comprising:

means for transmitting data representative of an outcome, said outcome associated with at least one reveal code;

means for transmitting data representative of said at least one reveal code;

means for obtaining data representative of a redemption request associated with said outcome; and

means for transmitting data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

147. (ORIGINAL) A system for conducting a promotion, comprising:
a memory;
a communication port; and
a processor connected to said memory and said communication port, said processor being operative to:

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receive an indication of an unlock code associated with at least one outcome;
associate a qualifying action with said unlock code;
provide an indication of said qualifying action; and
provide an indication of said unlock code upon a completion of said qualifying action.

148. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for obtaining an indication of an unlock code associated with at least one outcome;
computer readable means for establishing a qualifying action for said unlock code;
computer readable means for sending an indication of said qualifying action; and
computer readable means for sending an indication of said unlock code upon a completion of said qualifying action.

149. (ORIGINAL) An article of manufacture, comprising:
a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of an unlock code associated with at least one outcome;
associate a qualifying action with said unlock code;
provide an indication of said qualifying action; and
provide an indication of said unlock code upon a completion of said qualifying action.

150. (ORIGINAL) An apparatus for conducting a promotion, comprising:
means for obtaining an indication of an unlock code associated with at least one outcome;
means for establishing a qualifying action for said unlock code;
means for sending an indication of said qualifying action; and
means for sending an indication of said unlock code upon a completion of said qualifying action.

151. (ORIGINAL) A system for conducting a promotion, comprising:
a memory;
a communication port; and
a processor connected to said memory and said communication port, said processor being operative to:
receive an indication of an outcome associated with at least one unlock code;
associate a qualifying action with said outcome;
provide an indication of said qualifying action; and
provide an indication of said outcome upon a completion of said qualifying action.

152. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:
computer readable means for obtaining an indication of an outcome associated with at least one unlock code;
computer readable means for establishing a qualifying action for said outcome;
computer readable means for sending an indication of said qualifying action; and
computer readable means for sending an indication of said outcome upon a completion of said qualifying action.

153. (ORIGINAL) An article of manufacture, comprising:
a computer usable medium having a computer readable program means embodied therein
for operating an information system, the computer readable program means in said article of
manufacture operable to:

receive an indication of an outcome associated with at least one unlock code;
associate a qualifying action with said outcome;
provide an indication of said qualifying action; and
provide an indication of said outcome upon a completion of said qualifying
action.

A1
154. (ORIGINAL) An apparatus for conducting a promotion, comprising:
means for obtaining an indication of an outcome associated with at least one unlock code;
means for establishing a qualifying action for said outcome;
means for sending an indication of said qualifying action;
means for sending an indication of said outcome upon a completion of said qualifying
action.

155. (ORIGINAL) A system for conducting a promotion, comprising:
a memory;
a communication port; and
a processor connected to said memory and said communication port, said processor being
operative to:

receive an indication of an outcome;
receive an indication of a qualifying action associated with an unlock code that
can unlock said outcome;
receive said unlock code;
unlock said outcome; and
receive an indication of a benefit associated with said outcome.

156. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for obtaining an indication of an outcome;
computer readable means for obtaining an indication of a qualifying action associated with an unlock code that can unlock said outcome;
computer readable means for obtaining said unlock code;
computer readable means for revealing said outcome; and
computer readable means for obtaining an indication of a benefit associated with said outcome.

A1
157. (ORIGINAL) An article of manufacture, comprising:
a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of an outcome;
receive an indication of a qualifying action associated with an unlock code that can unlock said outcome;
receive said unlock code;
unlock said outcome; and
receive an indication of a benefit associated with said outcome.

158. (ORIGINAL) An apparatus for conducting a promotion, comprising:
means for obtaining an indication of an outcome;
means for obtaining an indication of a qualifying action associated with an unlock code that can unlock said outcome;
means for obtaining said unlock code;
means for revealing said outcome; and
means for receiving an indication of a benefit associated with said outcome.

159. (ORIGINAL) A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive an indication of an unlock code;

receive an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

receive said outcome;

unlock said outcome; and

receive an indication of a benefit associated with said outcome.

160. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for obtaining an indication of an unlock code;

computer readable means for obtaining an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

computer readable means for obtaining said outcome;

computer readable means for revealing said outcome; and

computer readable means for obtaining an indication of a benefit associated with said outcome.

161. (ORIGINAL) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of an unlock code;

receive an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

receive said outcome;

unlock said outcome; and

receive an indication of a benefit associated with said outcome.

162. (ORIGINAL) An apparatus for conducting a promotion, comprising:

means for obtaining an indication of an unlock code;

means for obtaining an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

means for obtaining said outcome;

means for revealing said outcome; and

means for obtaining an indication of a benefit associated with said outcome.